

**EXHIBIT 59**  
**(Filed Under Seal)**

**From:** Pfeifer, Jerry </O=TYSON/OU=TYSONET/CN=RECIPIENTS/CN=DCSAJRP>  
**To:** Stouffer, Steve; Mostek, Charles; White, Noel; Brooks, Dan (Fresh Meats Ops)  
**Sent:** 5/29/2012 4:43:48 PM  
**Subject:** FW: AFA Industry View  
**Attachments:** UFG Competitive Analysis.ppt

This analysis shows the competitive information. Interesting.

We will have to delete by the end of the day from our computers.

Jp

**PRODUCED IN NATIVE FORMAT**

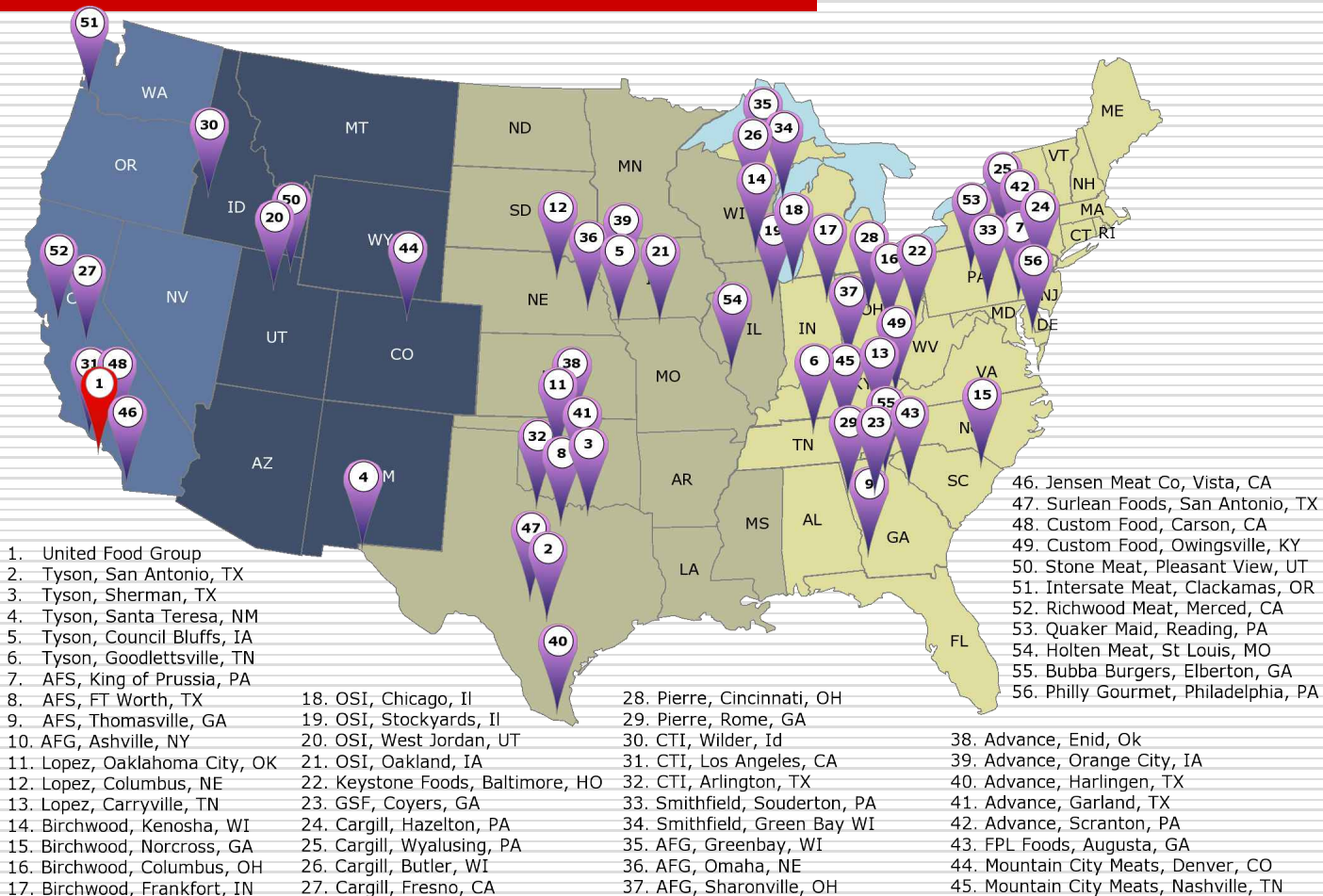


# Competitive Analysis

July 2008

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# Competitor Demographic





500,000,000 lb Annual Capacity

Tyson Foods, Inc.

**Five Plant Location**

San Antonio, TX  
Sherman, TX  
Santa Teresa, NM  
Council Bluffs, IA  
Goodlettsville, TN

**Product Line**

Kettle Cooked  
Whole Muscle Cooked  
Pizza Topping  
Case Ready Ground Beef  
Chubs  
Fresh Patties  
Soups & Sauces

**Key Accounts**Retail

Wal Mart

Sam's

Food Service

Wendy's  
Domino's

Subway Krystals Pizza Hut  
Papa Johns Hardee's

Region - National

Focus - Midwest – Southeast

Threat Level

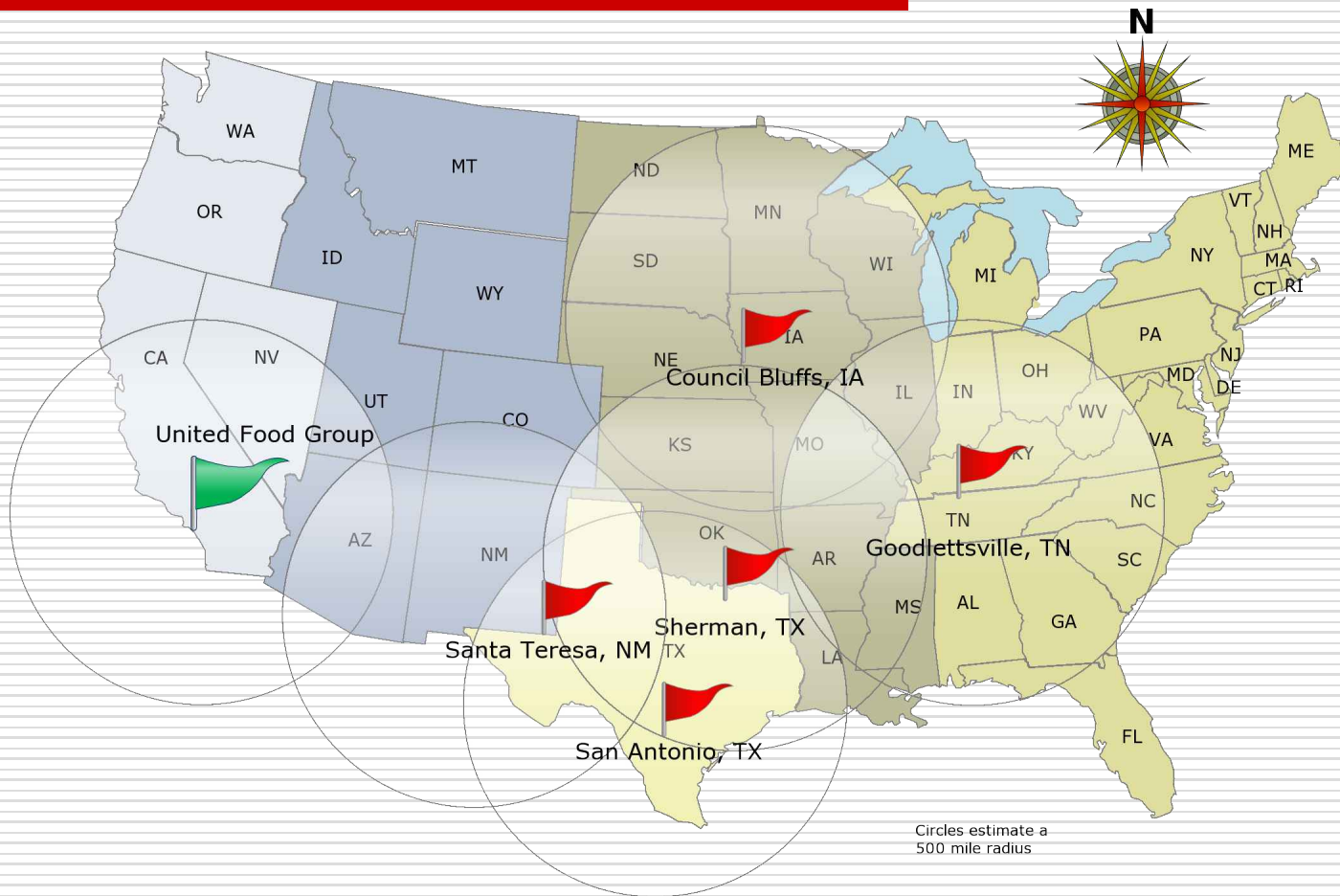
Medium to High



Tyson Foods, Inc.

## Five Plant Location

San Antonio, TX  
Sherman, TX  
Santa Teresa, NM  
Council Bluffs, IA  
Goodlettsville, TN





600,000,000 lb Annual Capacity

### Five Plant Location

King of Prussia, PA  
Ft Worth, TX  
Thomasville, GA  
Ashville, NY

### Product Line

Fresh Patties  
IQF Patties  
Case Ready  
Fresh Chubs

### Key Accounts

Retail – Ahold, C&S, Minyard's, Dominicks, HEB, Safeway,  
BJ Wholesale, Albertsons, Price Chopper,  
Food Service – Burger King, Jack In The Box, Denny's,  
Braums, Sonic,

### Advantages

-Multiple Locations                      - Strong Market Share  
-Good Plant Overlap                      - Can service 75% of the US next day

### Disadvantage

-No Cooking                                      - Constraints in IQF

### All Locations number of Lines

18 IQF Lines,                      4 Chub Lines,                      21 Map Lines

### Region - National

Focus – Midwest, Southeast,,  
Southwest, East Coast

### Threat Level

Medium to High





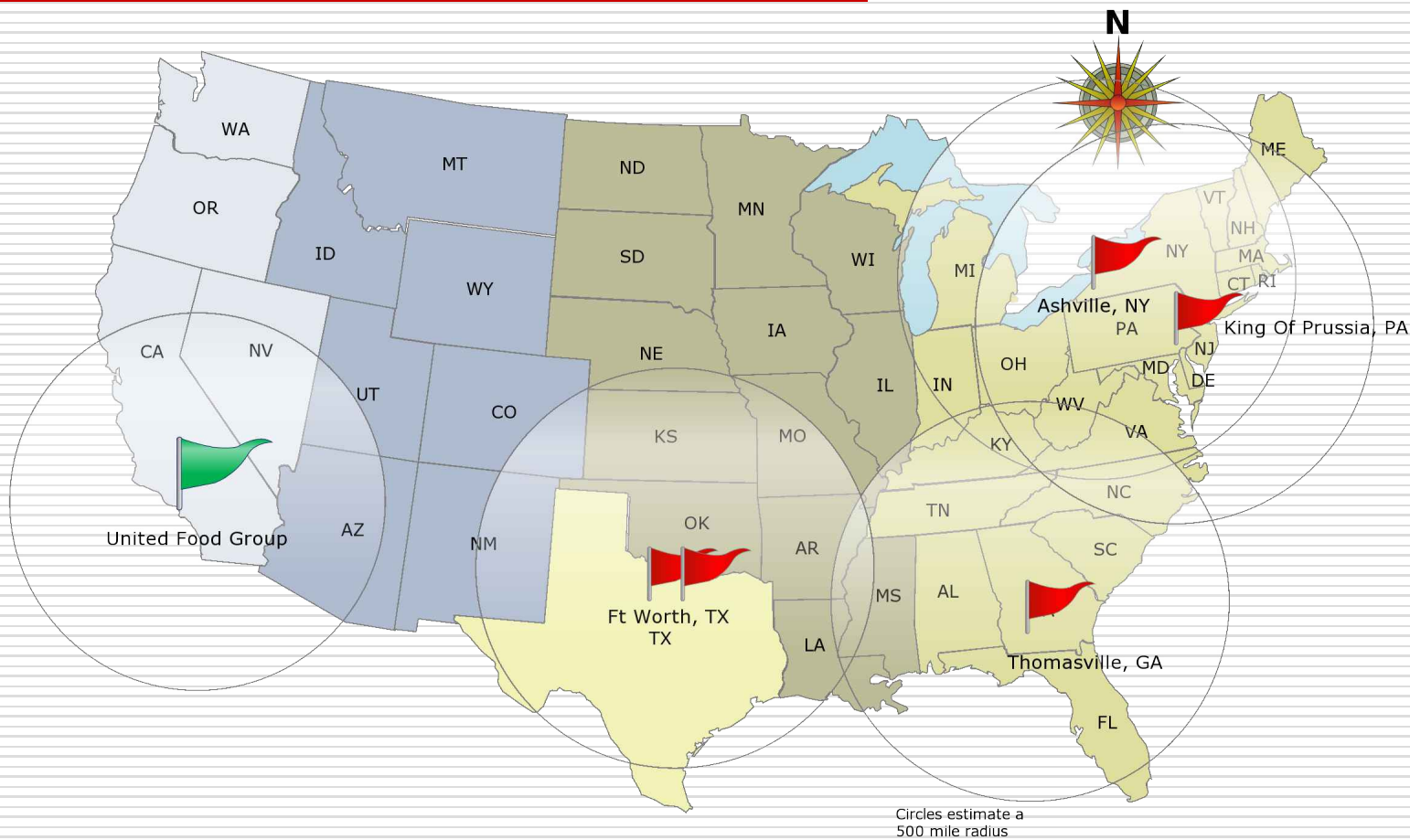
## Five Plant Location

King of Prussia, PA

Ft Worth, TX

Thomasville, GA

Ashville, NY





300,000,000 lb Annual Capacity

### Three Plant Location

Oklahoma City, OK  
Columbus, NE  
Carryville, TN

### Product Line

IQF  
MAP  
Chubs  
Cooked  
Sausage  
Beef  
Chicken

### Key Accounts

Retail – Wal Mart, Sam’s Club, Kroger, Cub Foods, Winco,  
Winn-Dixie, Ingles, Tyson Foods, Laura’s Lean, Nolan Ryan  
Food Service – McDonalds, Sonic, Burger King, Applebees

### Advantages

- Lopez Brands - Country Cousin Pork Sausage, & Quick & Eat
- Located in the center of the country, good shipping locations
- Very large supplier to McDonalds
- Fully cooked capabilities

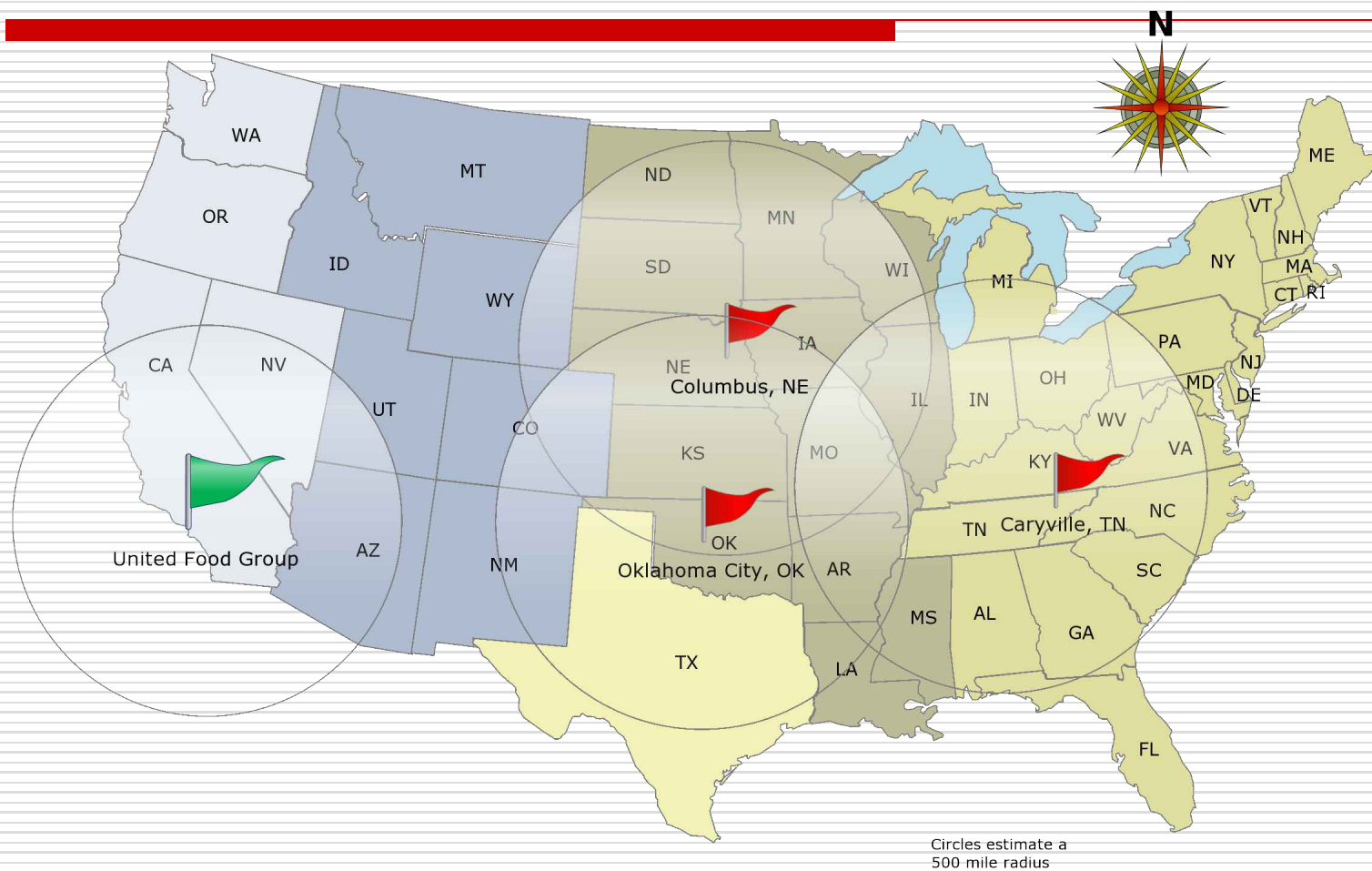
Started in 1989 when John Lopez bought the Wilson Foods plant in Oklahoma City. The Wilson plant had been producing product for McDonalds since the 1960’s.

Region – Midwest

Focus – Midwest, Southeast,,  
Southwest, East Coast

Threat Level

Medium to High





200,000,000 lb Annual Capacity

#### Four Plant Location

Kenosha, WI  
Norcross, GA  
Columbus, OH  
Frankfort, IN

#### Product Line

IQF Patties  
Chubs  
Fresh Patties  
Cooked Kettle  
Pizza Toppings  
Taco Meat  
Sausage Crumbles

#### Key Accounts

Retail – Wal Mart, Sam’s Club, Kroger,  
Food Service – Wendy’s, Checkers, Dairy Queen, Steak & Shake, Sonic, Burger King, Brinker

#### Advantages

- Large QSR market share
- Wendy’s largest grinder
- Own Retail Brands – NASCAR Retail Patty
- Fully cooked capabilities



Owens their own truck line, 60 trucks and trailers

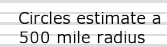
Started breaking cattle in the 1960’s, converted to a 100% grinding operation in the 1990’s

Region – Midwest

Focus – Midwest, Southeast,,  
Southwest, East Coast

Threat Level

Medium to High





200,000,000 lb Annual Capacity

#### Four Plant Location

Chicago, Ill  
 Stockyards, Ill  
 West Jordan, UT  
 Oakland, IA

#### Product Line

IQF Patties  
 Cooked whole muscle  
 Nuggets  
 Sausage Links & Hot Dogs  
 Bacon  
 Crumbles  
 Meat Balls  
 Chili & Taco Meat

#### Key Accounts

Industrial – Stouffers, Kraft  
 Food Service – McDonalds (First ground beef supplier 1955),  
 Chipotle, Denny's

#### Advantages

- Large supplier to McDonalds, Beef, Pork, Chicken
- Impingement, Infa-red, Smoking and Kettle cooking operations
- Production of Crumbles, Flakes, Log pressed slicing
- Centrally located facilities

75 Processing Facilities World Wide

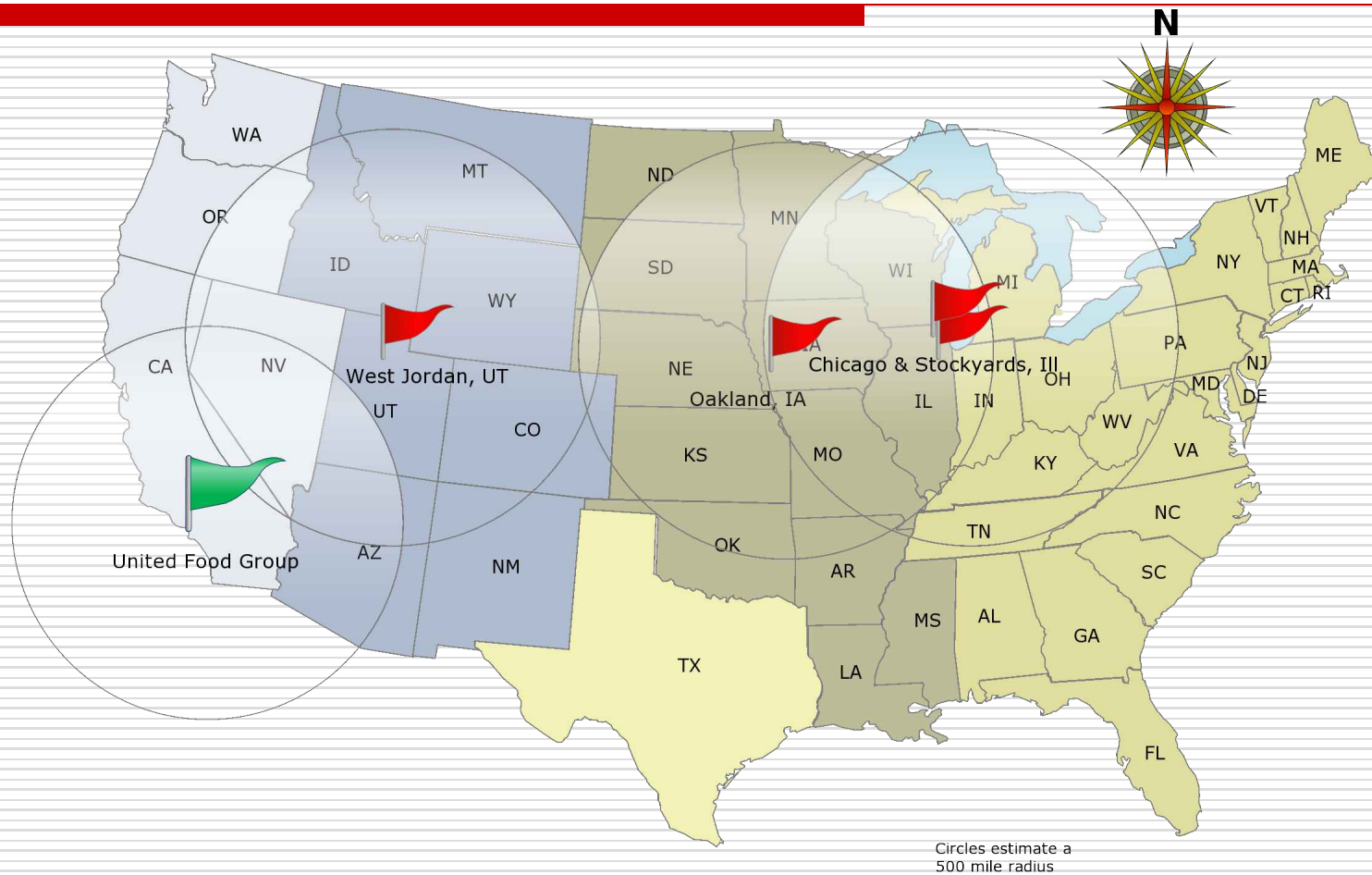
Privately Held Company

Region – National

Focus – National

Threat Level

Low to Medium







200,000,000 lb Annual Capacity

**One Plant Location, Beef**

Baltimore, OH

Key Accounts – McDonalds, Taco Bell, Pizza Hut

**Product Line**

IQF Patties

Cooked Chicken Wings

Nuggets

Chicken Breast Filets

Fajita Strips

Breaded Chicken Patties

Fish

Pork

**Advantages**

- Large supplier to McDonalds, Beef, Pork, Chicken

75 Processing Facilities World Wide

Privately Held Company

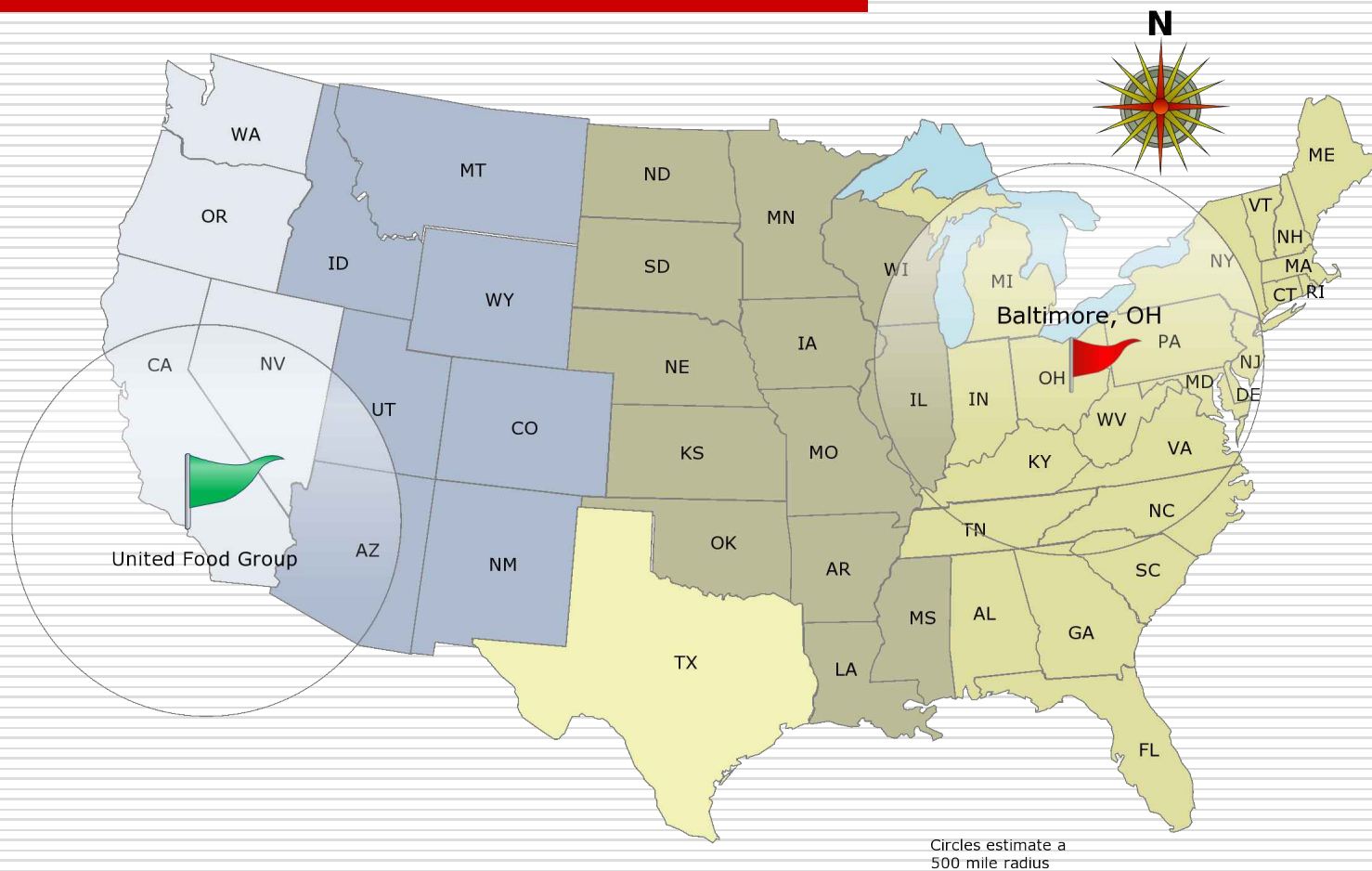
Region – National

Focus – National

Threat Level

Low







150,000,000 lb Annual Capacity

**One Plant Location**

Conyers, GA

**Key Accounts - McDonalds**

**Advantages**

- Large supplier to McDonalds Beef,

**Product Line**

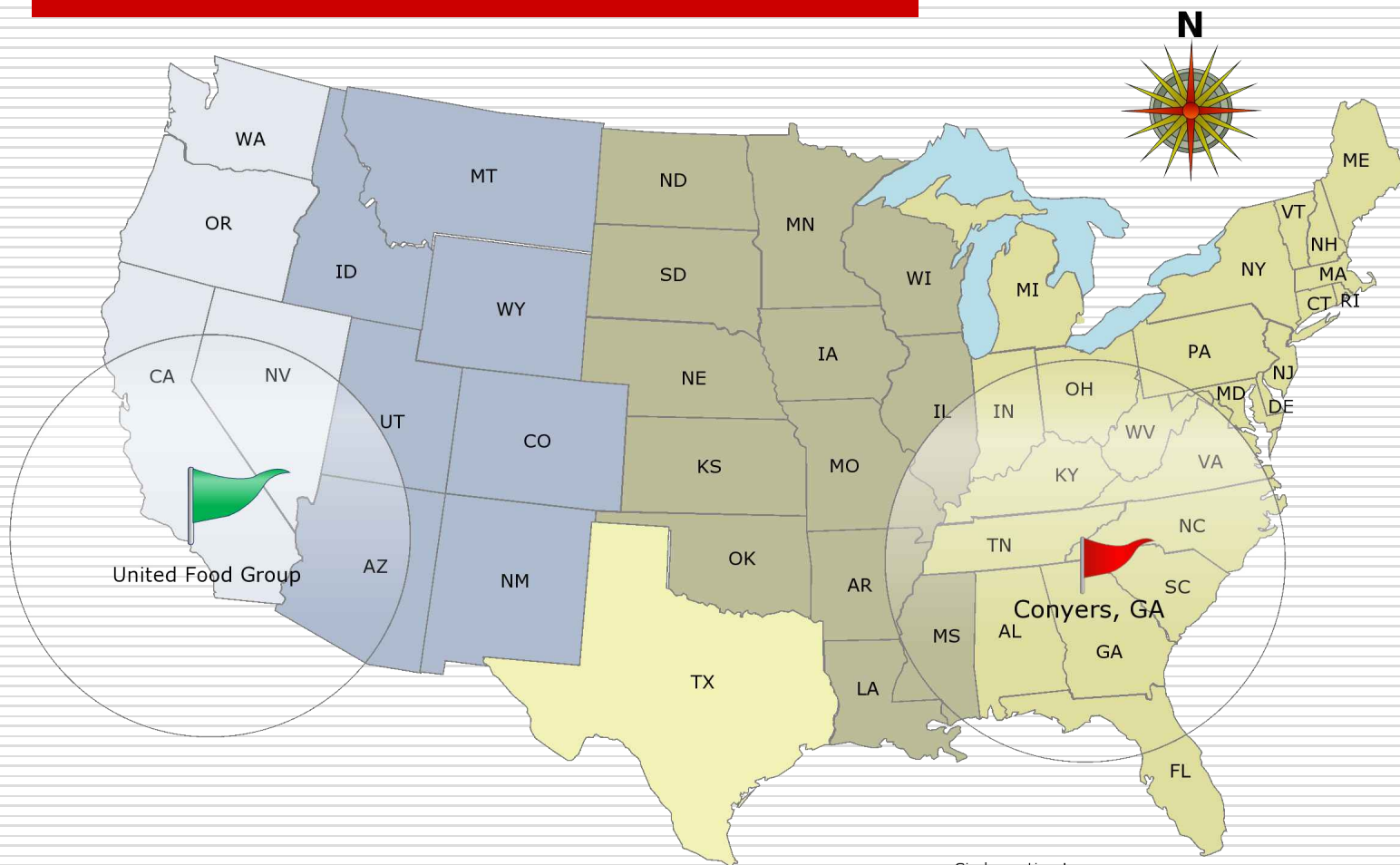
IQF Patties

Region – South East

Focus – South East

Threat Level

Low



Circles estimate a  
500 mile radius



400,000,000 lb Annual Capacity

#### Four Plant Location

Hazleton, PA  
Wyalusing, PA  
Butler, WI  
Fresno, CA

#### Key Accounts

Retail –  
Food Service – Arby's, Burger King, Sonic, Sysco, US Foods

#### Advantages

- Multiple Plants
- Large Resource Pool
- Own Retail Brands
- Case Ready

#### Product Line

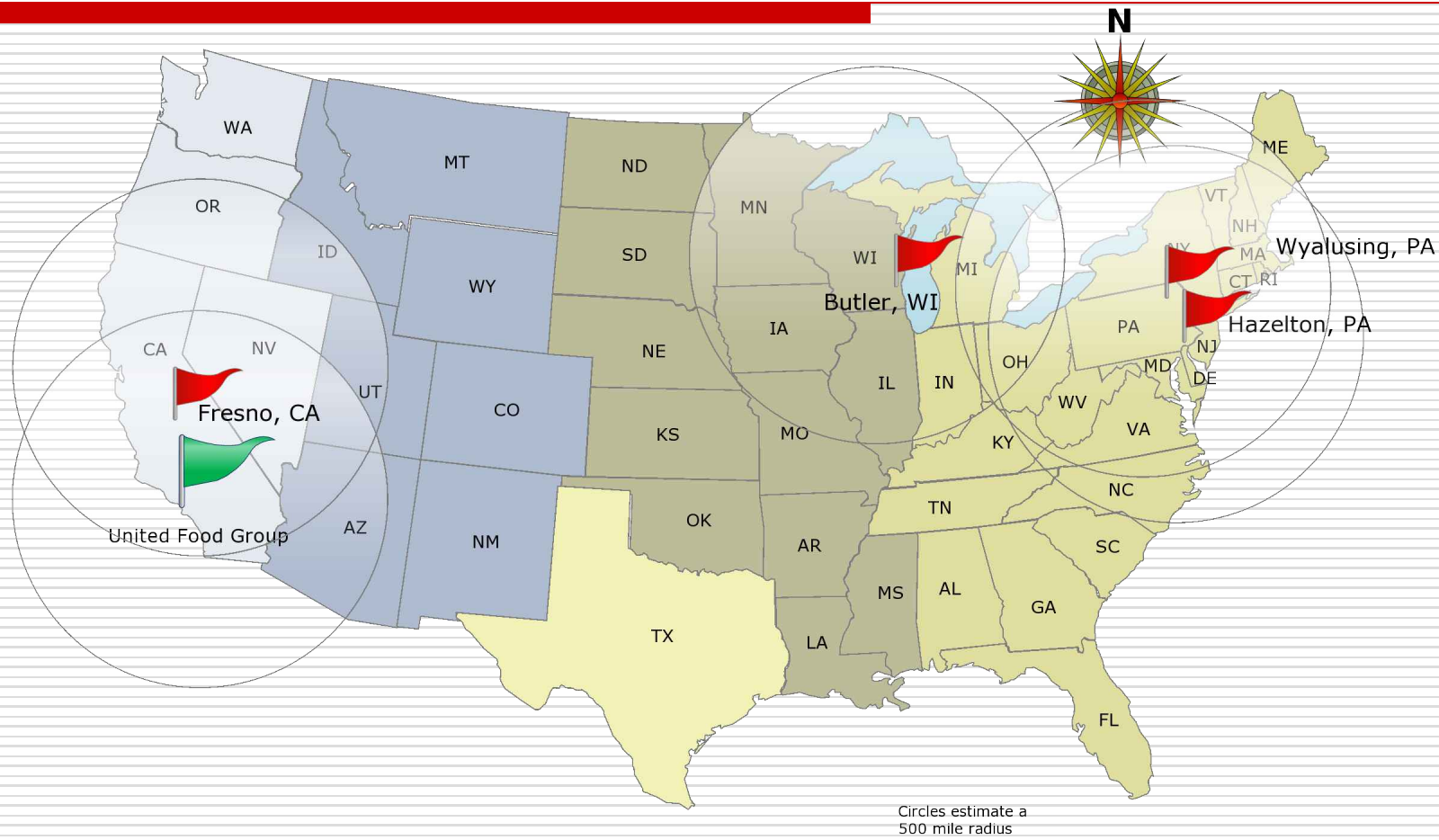
IQF Patties  
Chubs  
Fresh Patties  
MAP Packaging

Region – National

Focus – National

Threat Level

High





200,000,000 lb Annual Capacity

### Two Plant Location

Cincinnati, OH

Rome, GA

### Product Line

IQF Patties

Cooked Patties

Cooked Breaded Chicken

Cooked Pork

Cooked Turkey

### Key Accounts

Industrial – Hormel, Pinnacle Foods

Food Service – US Schools, Government, Hardees, Captain D's, McDonalds, Subway, Shoney's, Burger King, Canteen, 7-Eleven, Tony Roma's Kiosk

### Advantages

-Largest Supplier to the School Lunch Program

-Largest Supplier for Government Beef & Pork

-Non Union

-Fully cooked capabilities

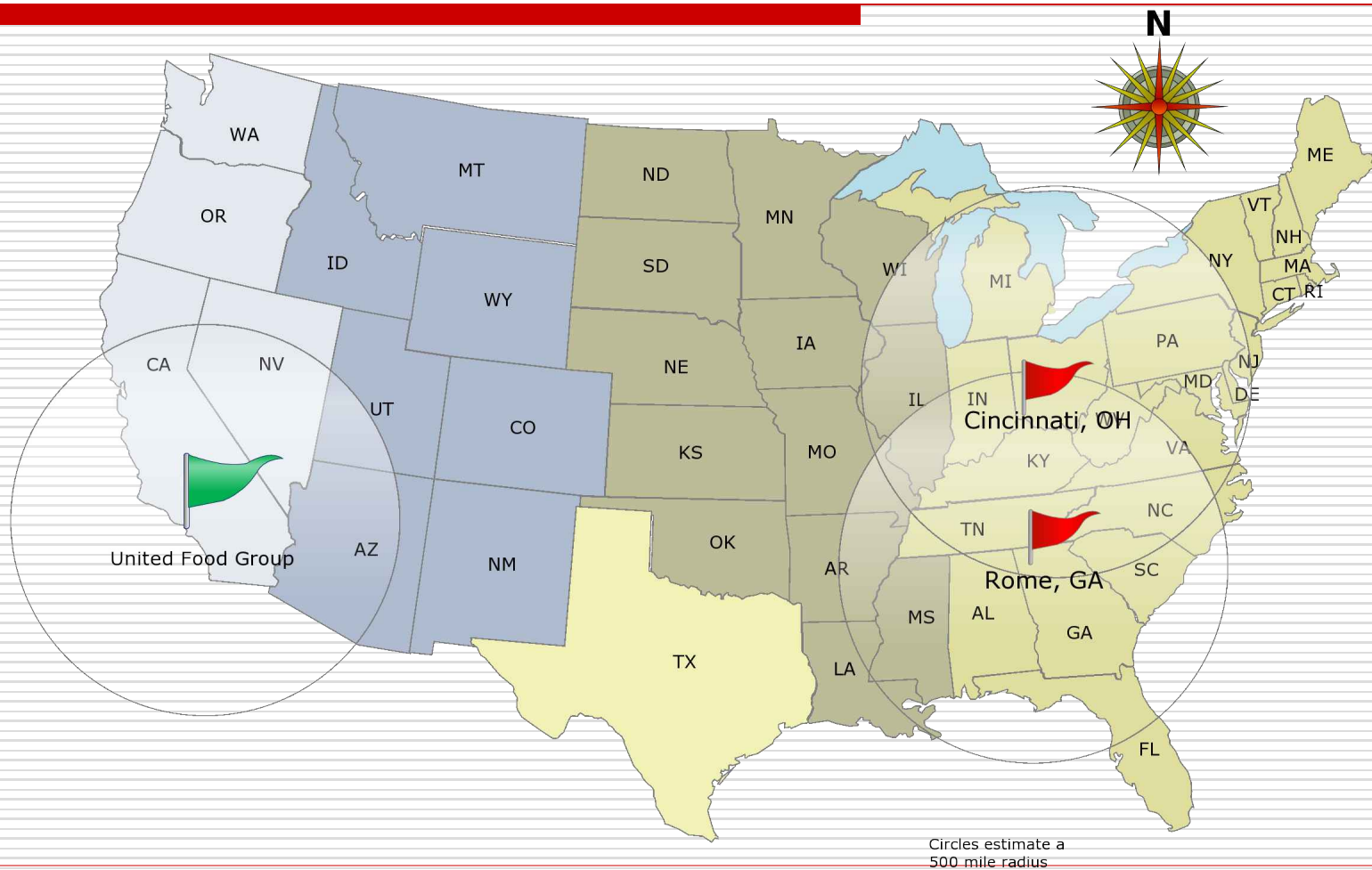
225,000 Sq Ft Facility, 2 Fry Lines, 8 Charbroil lines, 10 Spiral Freezers, 500,000 lb daily capacity

Region – National

Focus – National

Threat Level

High



# CTI Foods

150,000,000 lb Annual Capacity

## Three Plant Location

Wilder, Id

Los Angeles, CA

Arlington, TX

## Product Line

IQF

Cooked

Kettle Cooked

## Key Accounts

Food Service – Taco Bell, Wendy's, Jack In The Box, Carl's

## Advantages

-Raw IQF Beef, Pork & Poultry

-Fully Cooked & Formed Beef, Pork & Poultry

-Taco Meat, Chili, Pizza Toppings, Shredded Protein, Soups & Sauces

-Fully Cooked Whole Muscle, Steaks, Chicken Strips

Region – National

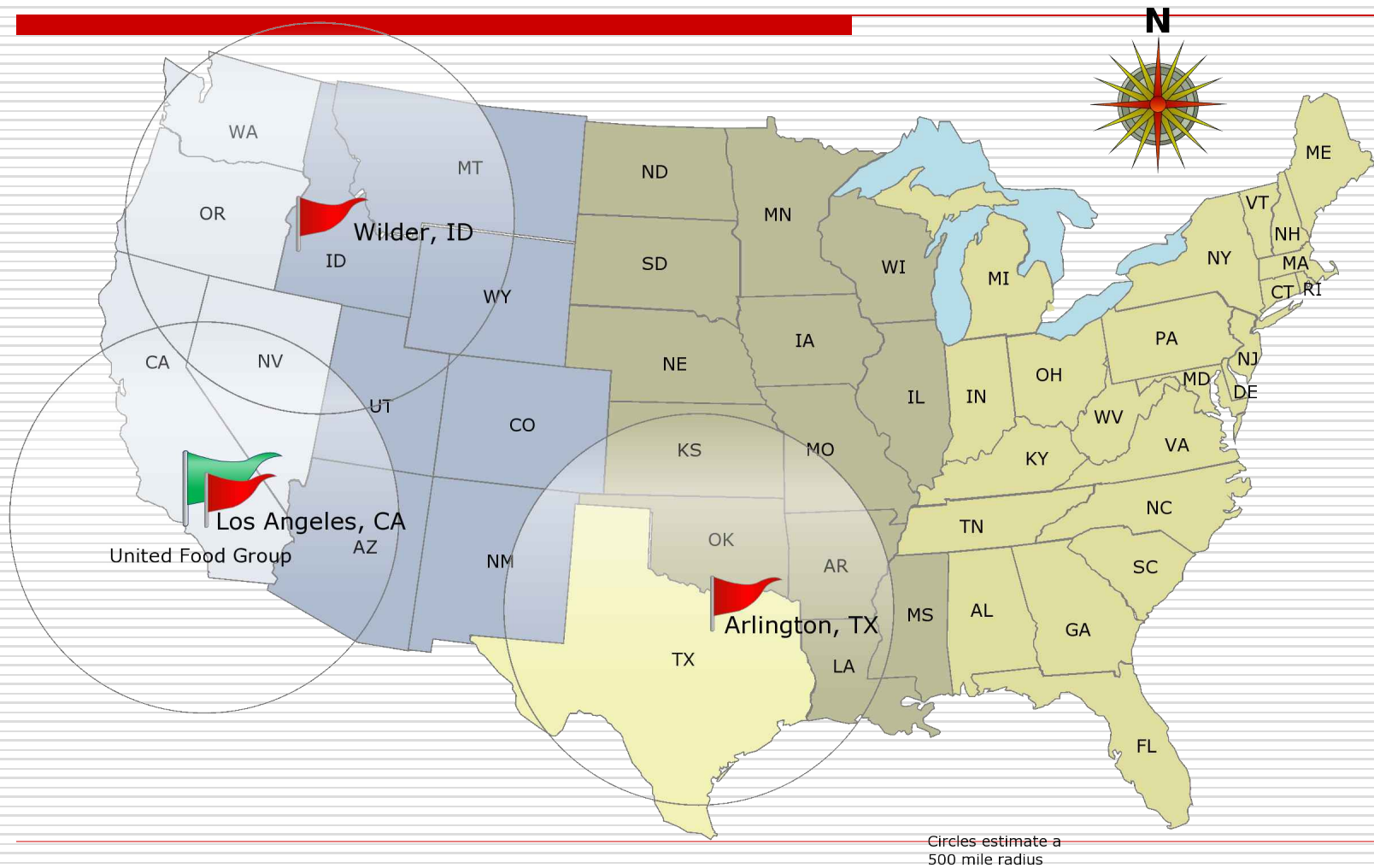
Focus – Pacific West, Mid West

Threat Level

High



# CTI Foods





200,000,000 lb Annual Capacity

**Two Plant Location**

Souderton, PA

Green Bay, WI

**Key Accounts**

Retail – Kroger

Food Service – Raw Material For Fuddruckers

**Product Line**

IQF Patties

Chubs

Fresh Patties

MAP

**Advantages**

-

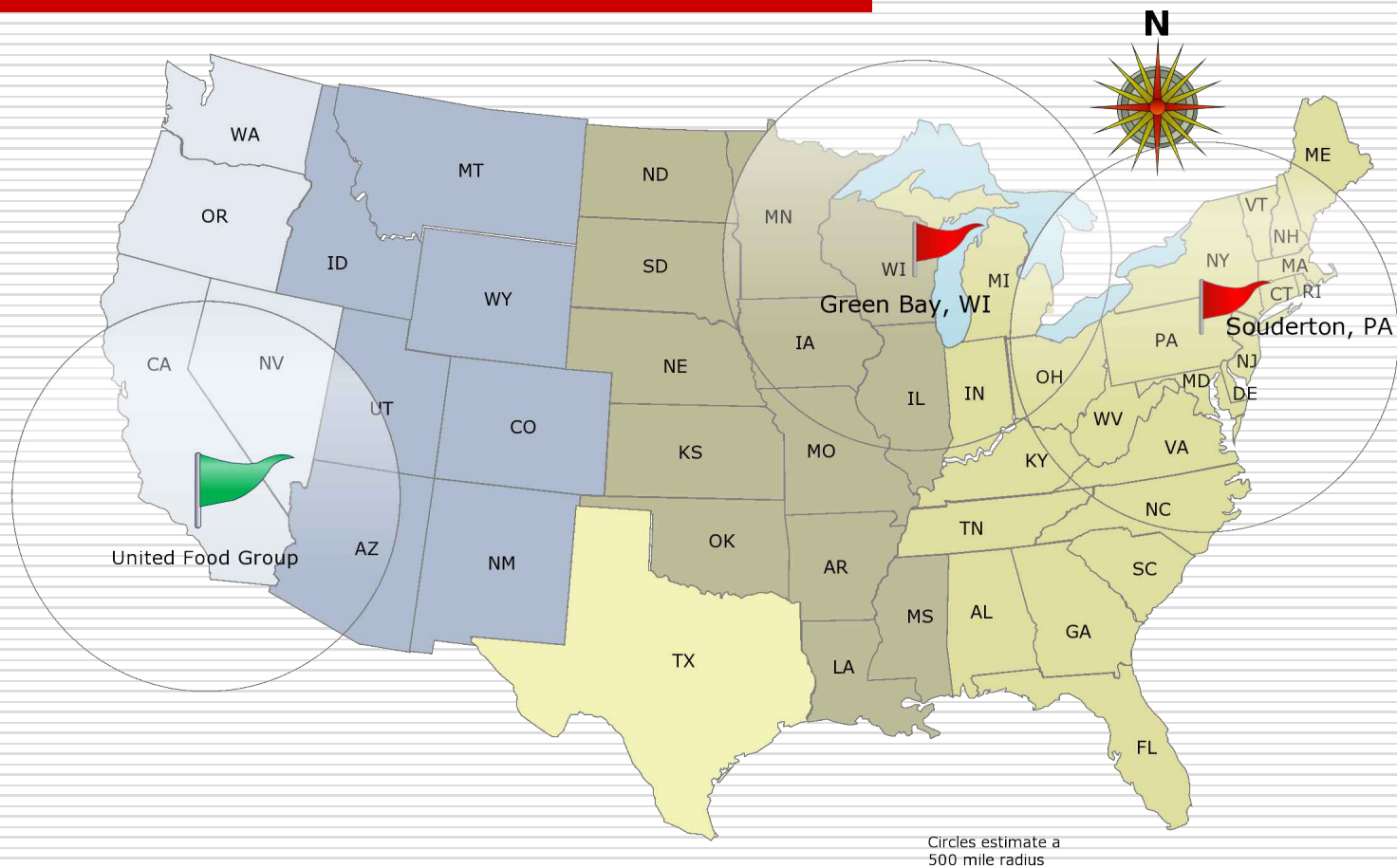
Region – Midwest, Eastern  
Seaboard

Focus – Midwest, Southeast,  
East Coast

**Threat Level**

Low

**Smithfield**





100,000,000 lb Annual Capacity

#### Four Plant Location

Green Bay, WI (2 Plants)  
Omaha, NE  
Sharonville, OH

#### Key Accounts

Retail – Acme, Associated Grocers, Food Bazaar, Super Foods, Shaw's, Hannaford, Stop to Shop, Sweet bay, Bravo  
Food Service – Schwan's Burgers & Steaks,

#### Advantages

- Privately Held Company
- Captive supply of raw materials from 5 beef processing plants

#### Product Line

IQF Patties  
Chubs  
Fresh Patties  
MAP

Sixth Largest Beef Packer In The US, 5 plants

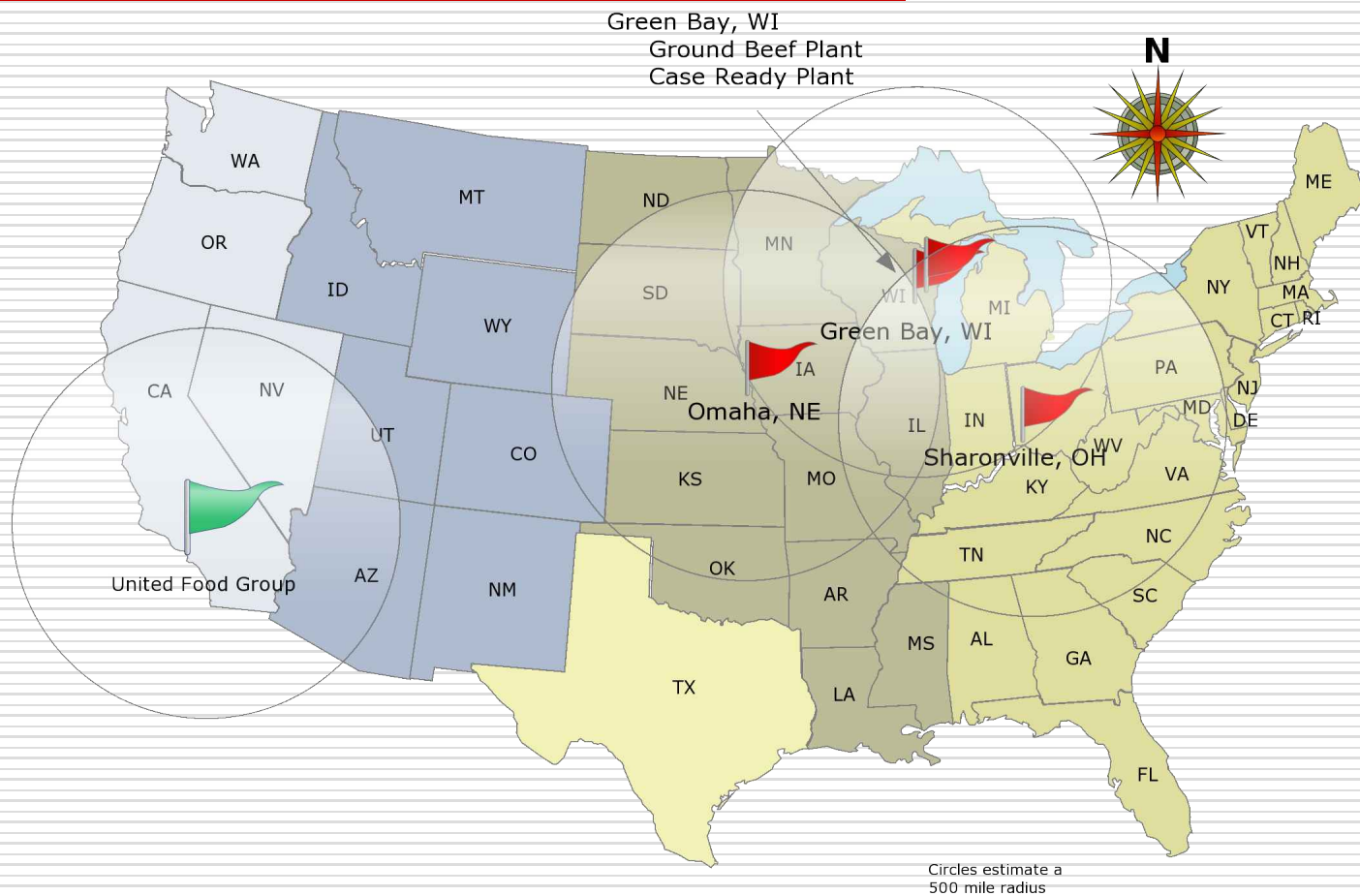
Brands: Sheboygan Sausage Company, O'Brien's Meat Snacks, Dakota Brand Meat Snacks, Rock River Cattle Company, Big City Reds, Skylark, Great American Steak Co., Great American Hamburgers, Hannah's

Region – Midwest

Focus – Midwest, East Coast

Threat Level

Low





500,000.000 lb Annual Capacity

### Six Plant Location

Enid, Ok, (2 Plants)  
 Orange City, IA JV/Cargill  
 Harlingen, TX  
 Garland, TX  
 Scranton, PA

### Product Line

IQF Patties  
 Cooked Patties  
 Chicken Fried Steak  
 Break Away Beef Steaks  
 Breaded Cooked Chicken  
 Cooked Pork, Lamb, Veal

### Key Accounts

Retail – Wal-Mart, Publix, HEB, Food For Less  
 Food Service – Sysco, US Food Service, School Lunch, Sonic,  
 Jack In The box

### Advantages

- Over 150 Fully Cooked Frozen Convenience meat items
- Multiple Plant Locations
- Over 2000 Protein items including Beef, Chicken, Pork, Veal, Lamb
- Established National Distribution

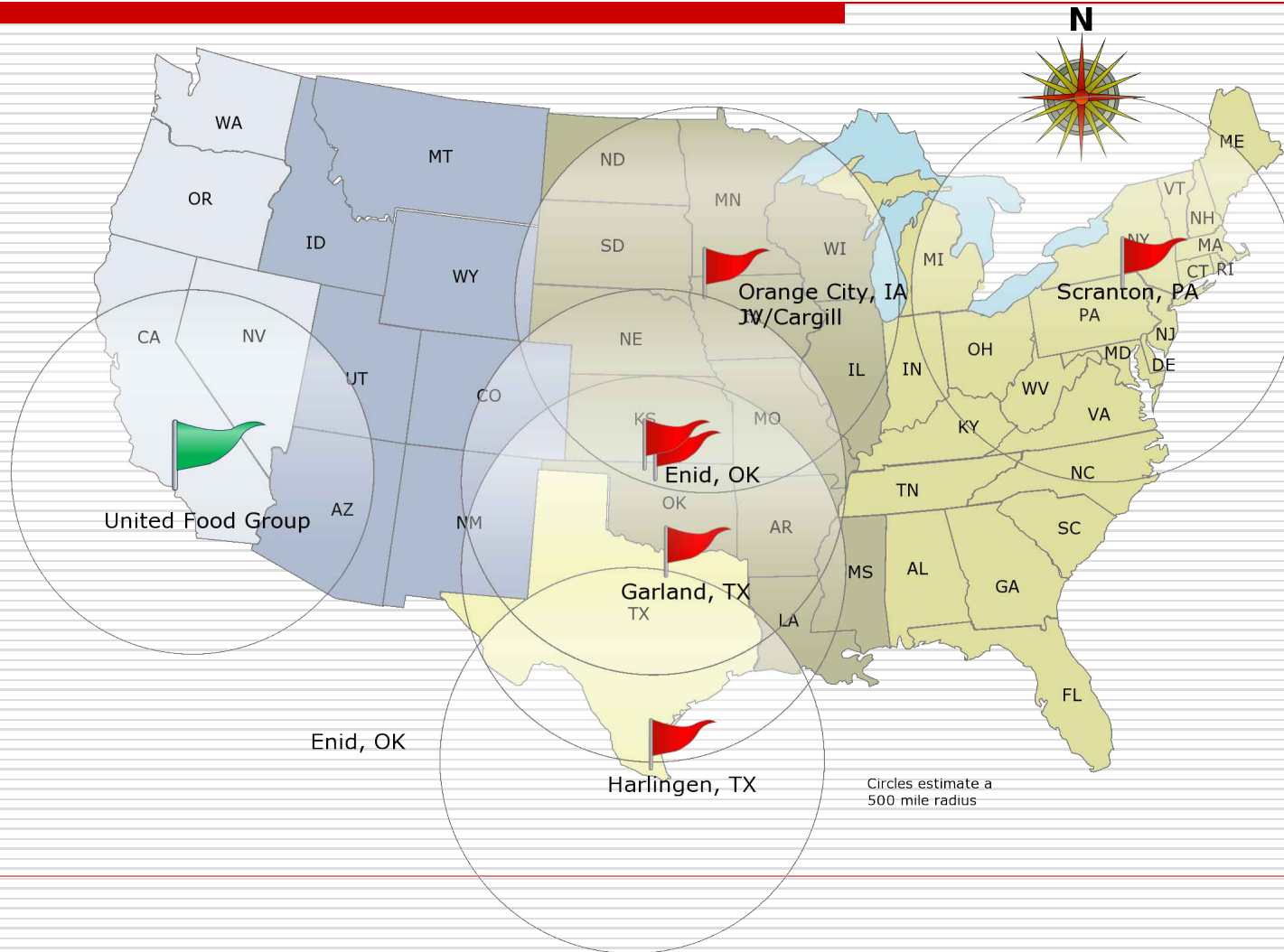
Brands: Fast Fixin, STEAK-EZE, Easy Beginnings, Dino Bites

Region – National

Focus – Midwest, East Coast

Threat Level

High



# FPL FOODS

50,000,000 lb Annual Capacity

## One Plant Location

Augusta, GA

## Key Accounts

Retail – Wal-Mart, Kroger

Food Service –

## Advantages

- Slaughter Facility, Captive Supply of Raw Materials

-

## Product Line

IQF Patties

Chubs

Fresh Patties

MAP

Fully Cooked, Whole Muscle

Taco Meat

Beef Crumbles, Raw IQF

Brands: Chatel Farms

Region – East Coast

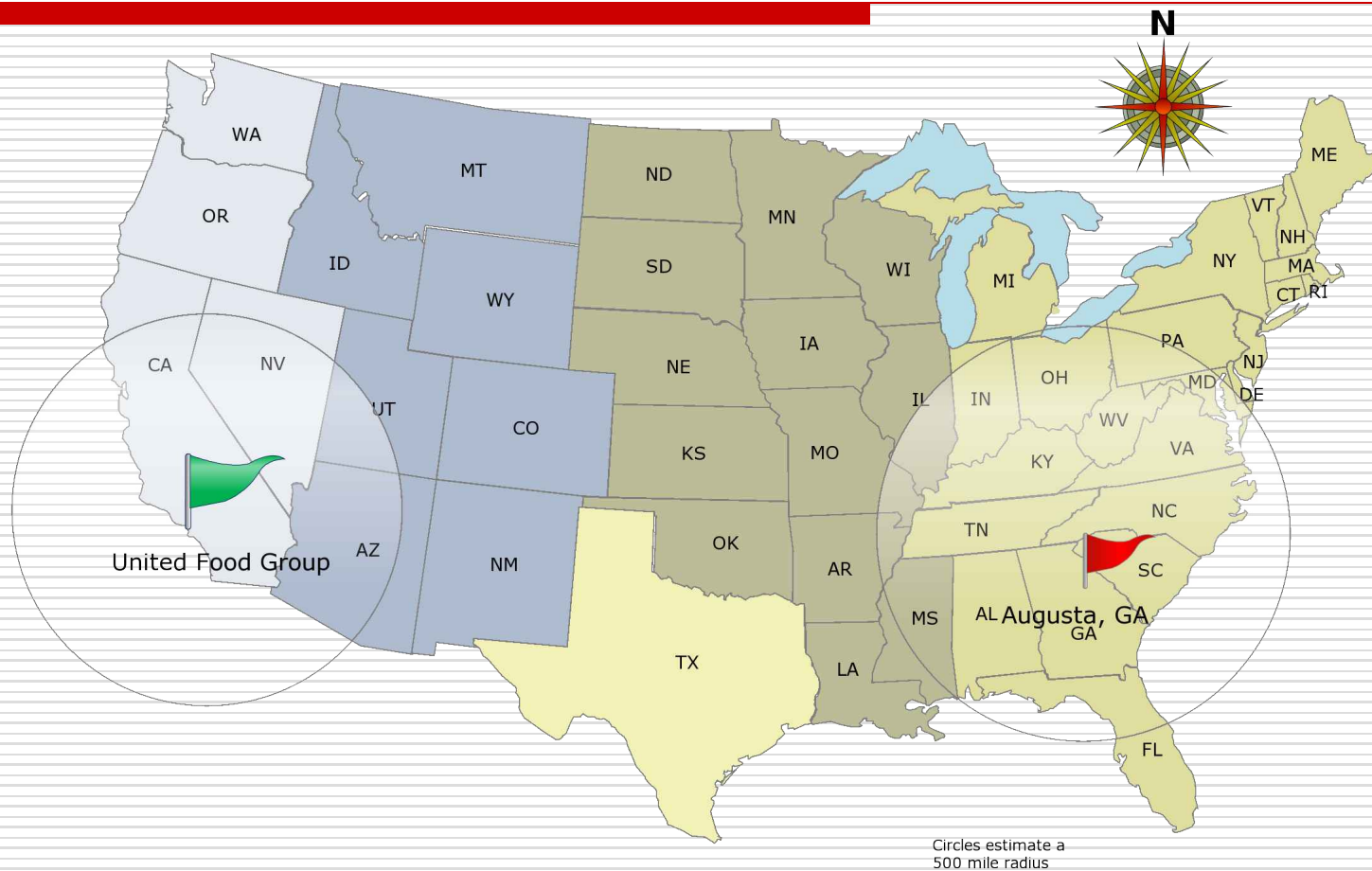
Focus –East Coast, South East

Threat Level

Low



# FPL FOODS





180,000,00 lb Annual Capacity

### Two Plant Location

Denver, CO

Nashville, TN

### Key Accounts

Retail – Kroger, Associated Wholesale, Super Valu,

Food Service – Fuddruckers, O’Charlies, Perkins, Red Robin, TGI Friday’s, Sysco, US Foodservice

### Product Line

IQF Patties

Fresh Patties

Chubs

Steak Cutting

### Advantages

-Product Mix, Steaks and Ground Beef

-Multiple Plant Locations

-CEO Ron Divin

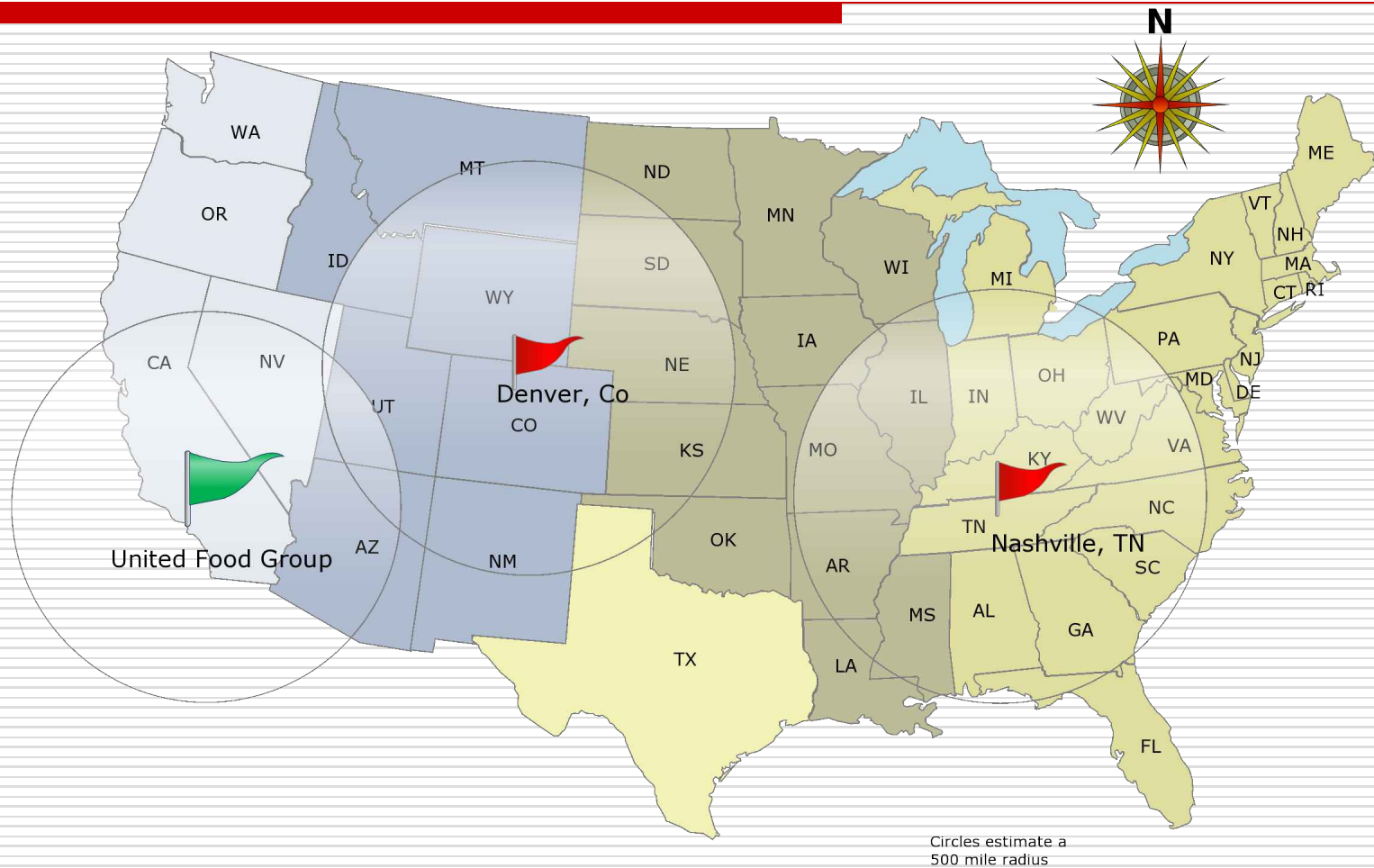
Brands: Custom manufacturer

Region – National

Focus – Midwest, East Coast

Threat Level

Medium - High





**One Plant Location**

Vista, CA

**Key Accounts**

Retail – Club Stores

Food Service – Jack In The Box, Carl's, Coco & Carrows,  
IHOP, Applebee's

**Advantages**

-

**Product Line**

IQF Patties

Fresh Patties

Chubs

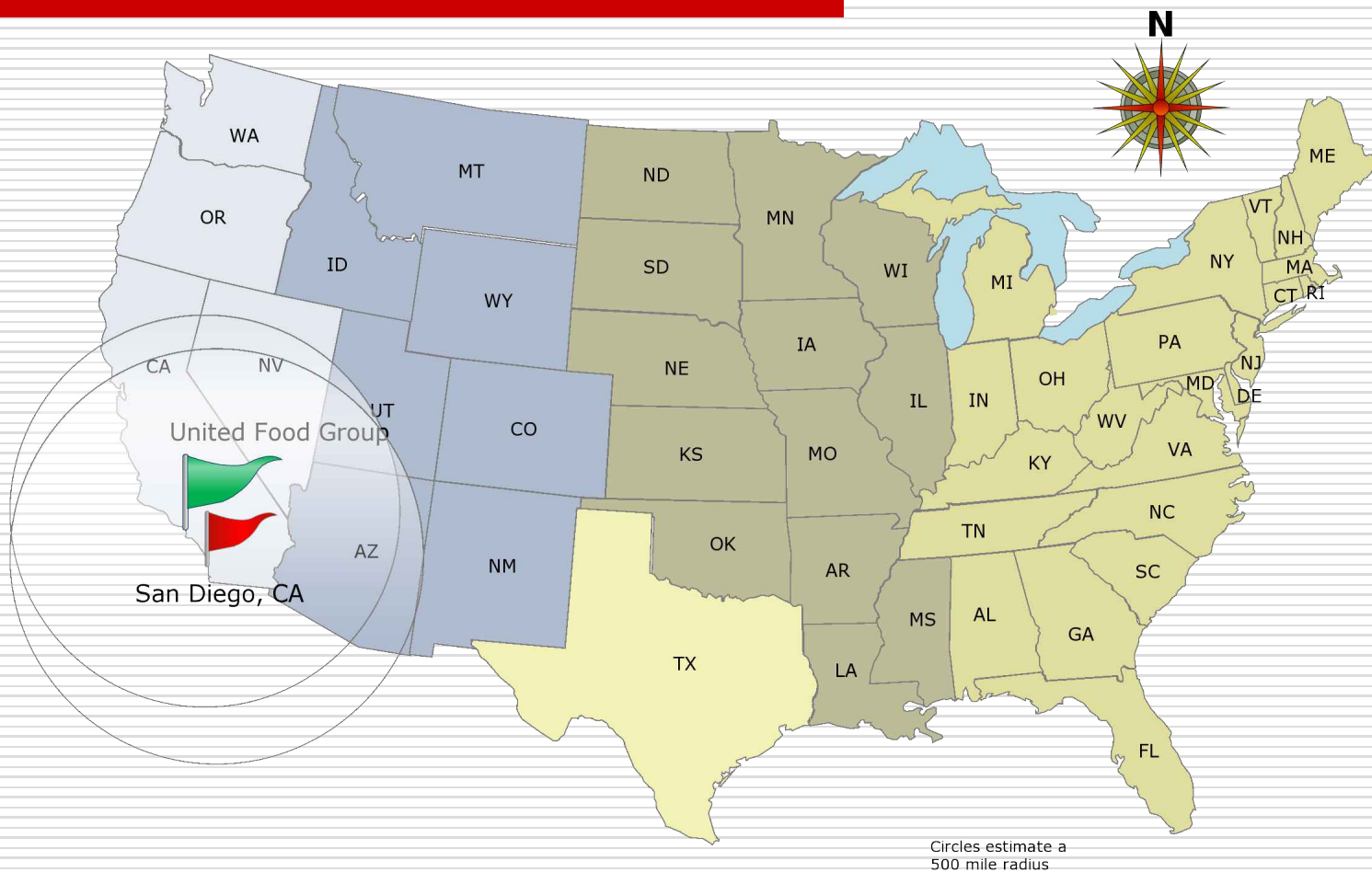
**Brands:**

Region – West Coast

Focus – West Coast

Threat Level

High





## One Plant Location

San Antonio, TX

## Key Accounts

Retail –

Food Service – Whataburger

## Advantages

- Fresh, Frozen and Fully Cooked Product

## Product Line

IQF Patties

Fresh Patties

Static Cooking

Kettle Cooking

Shredded Beef, Pork, Poultry

Soups & Sauces

Brands: Surlean

Region – Southwest

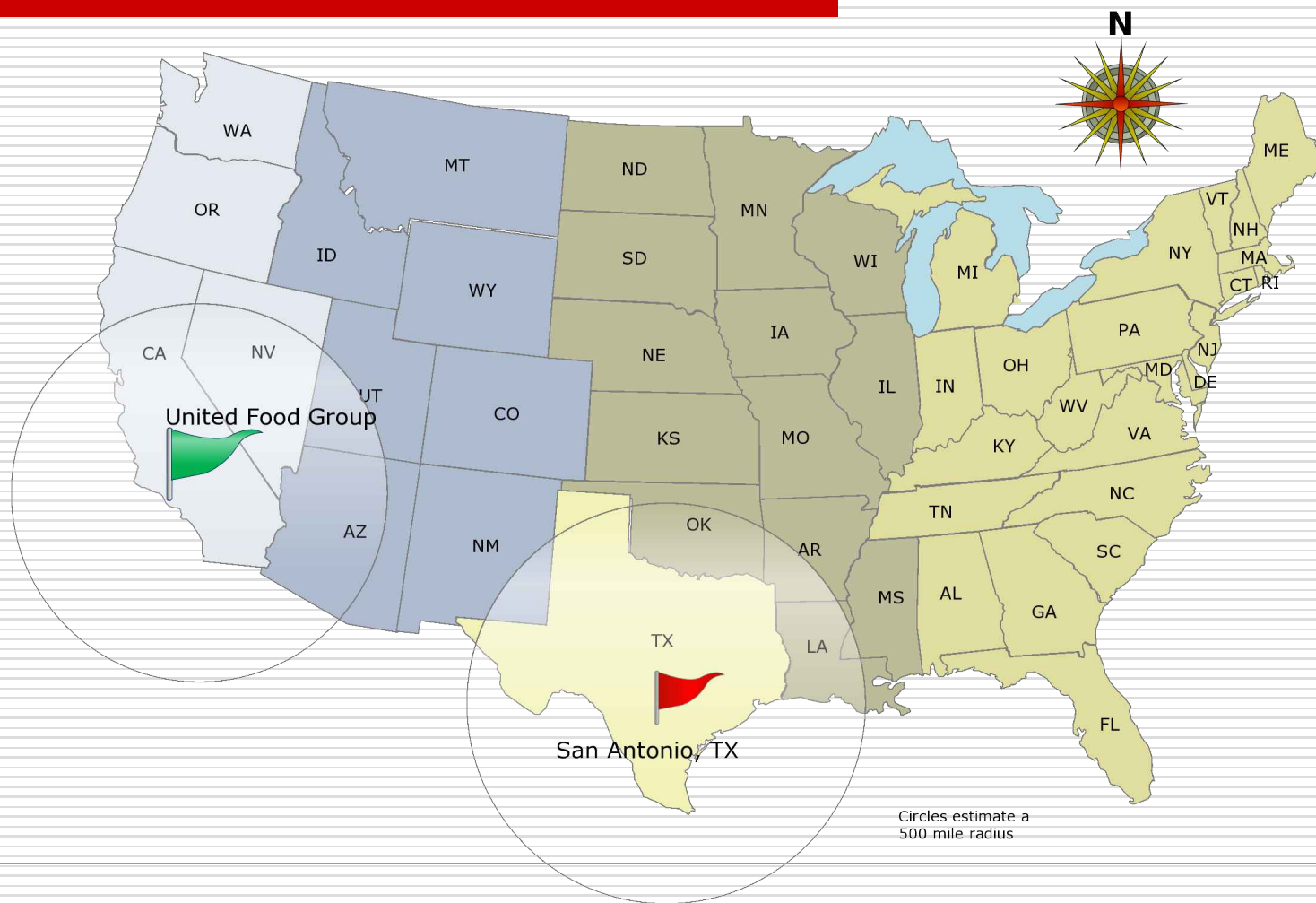
Focus – Midwest, Southwest

Threat Level

Low

Since 1979

**Your Custom Culinary Partner**





146,000,000lb Annual Capacity

## Custom Food Products

### Two Plant Location

Carson, CA

Owingsville, KY

### Key Accounts

Retail –

Food Service – Arby's, Subway, Chef-Boy-R-Dee

### Advantages

- Specialize In Cooked Product
- Static and Linear Cooking Lines

### Product Line

Meat Balls

Arby's Roast Beef

Cooked Solid Muscle

### Brands:

Region – West Coast, Mid West

Focus – West Coast, Pacific  
North West

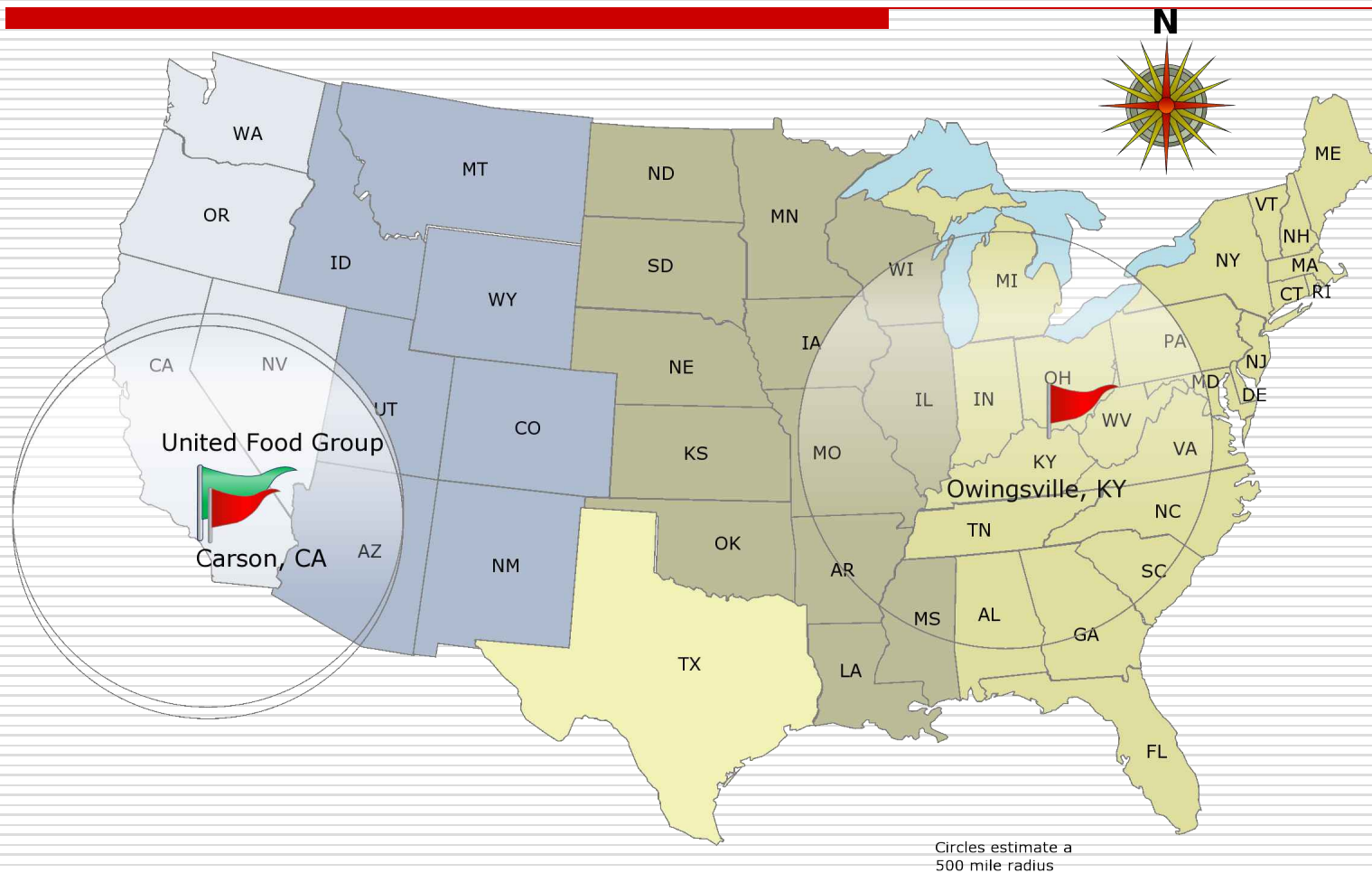
Threat Level

Medium





## Custom Food Products



Stone Meats Inc.

**One Plant Location**

Pleasant View, UT

**Key Accounts**

Retail – Albertsons, Smiths,  
Food Service –

**Advantages**

-Family Owned  
- Good relationship with Albertsons & Smiths

**Product Line**

IQF Patties  
Fresh Patties  
Chubs

Brands:

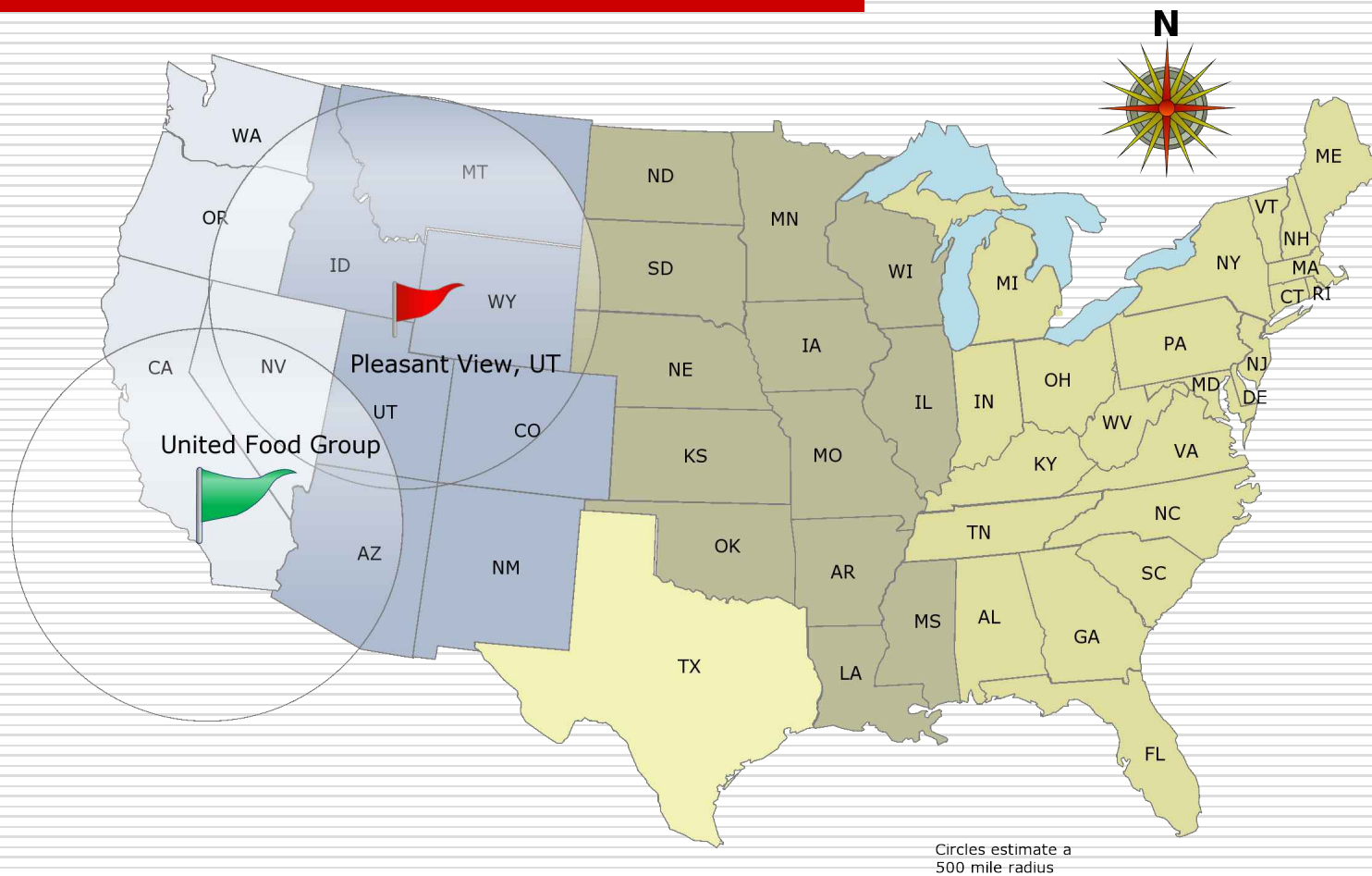
Region – Mountain West

Focus – Mountain West

Threat Level

High

## Stone Meats Inc.



Interstate Meat Co.

Annual Capacity 83,000,000

**One Plant Location**

Clackamas, OR

**Key Accounts**

Retail – Albertsons, Smiths, Winco

Food Service –

**Advantages**

- Family Owned

- Good relationship with Albertsons

**Product Line**

IQF Patties

Fresh Patties

Chubs

MAP

Cooked Products

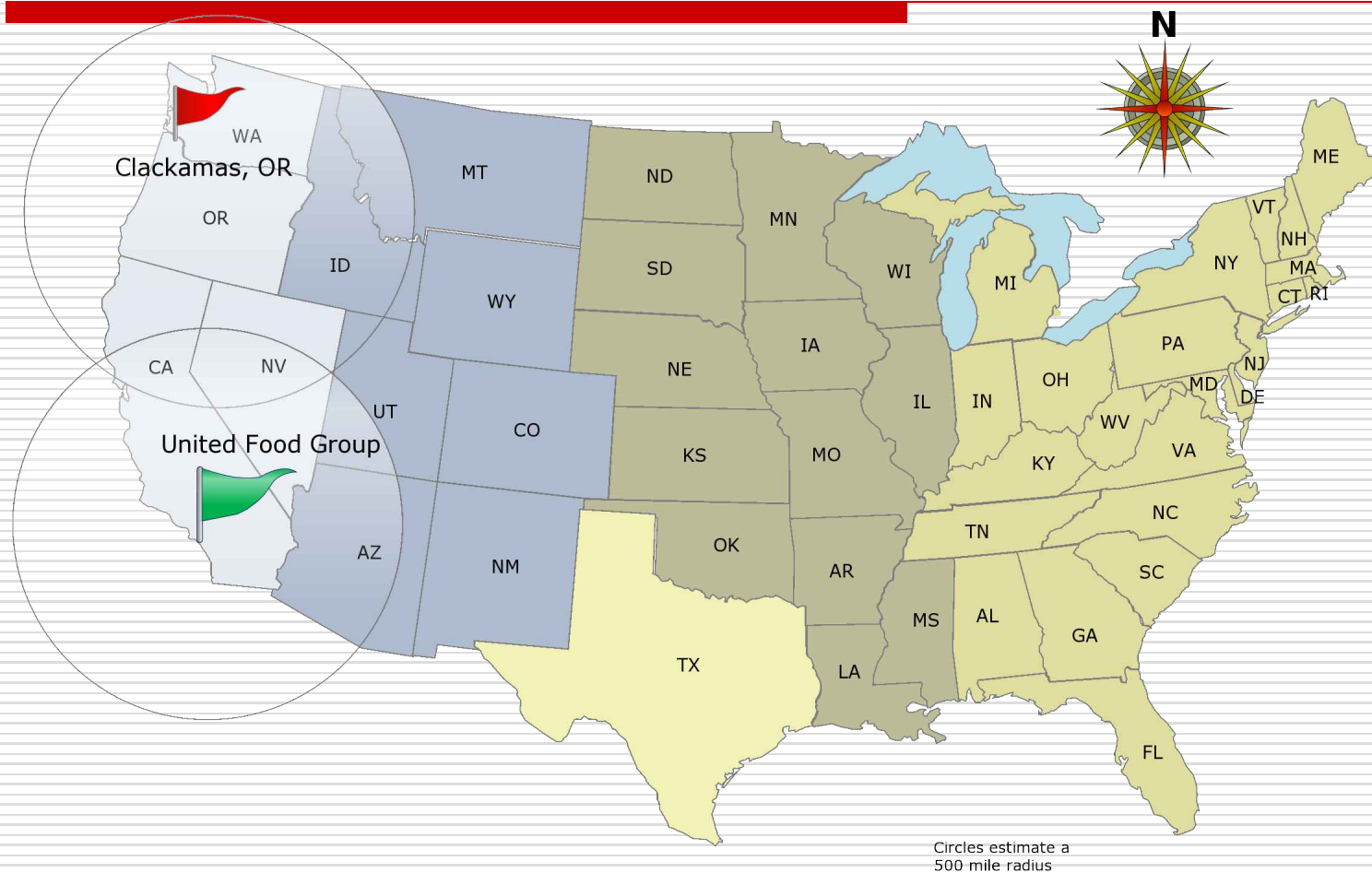
Brands:

Region – West Coast

Focus – West Coast

Threat Level

High



## Richwood Meat Packing

Annual Capacity 83,000,000

### One Plant Location

Merced, CA

### Key Accounts

Retail – Albertsons, Smiths, Winco, Fred Meyer, Vons  
Food Service –

### Advantages

-Family Owned  
-

### Product Line

IQF Patties  
Fresh Patties  
Chubs  
MAP  
Cooked Products

### Brands:

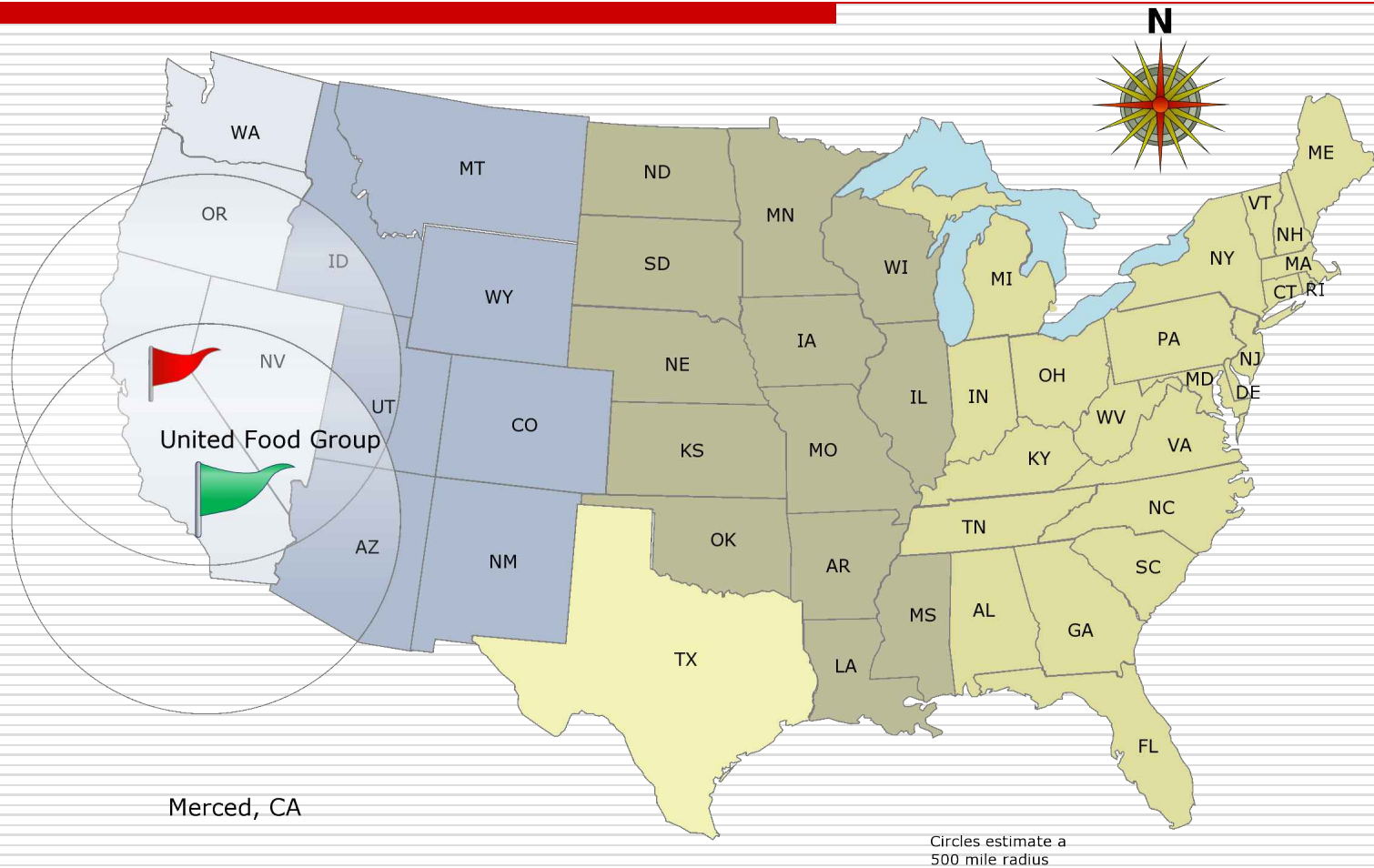
Region – West Coast

Focus – West Coast, Pacific NW

Threat Level

High

# Richwood Meat Packing





### Three Plant Location

Reading, PA

### Key Accounts

Retail – Most East Coast Retailers carry the meat balls

Food Service –

### Advantages

-Family Owned

-Fully Cooked Meat Balls

-Steak Um Philly Sandwich Meat



### Product Line

IQF Patties

Cooked Meat Balls

Philly Sandwich Meat

Brands: Mama, Lucia, Gina Lina's, Quaker Maid

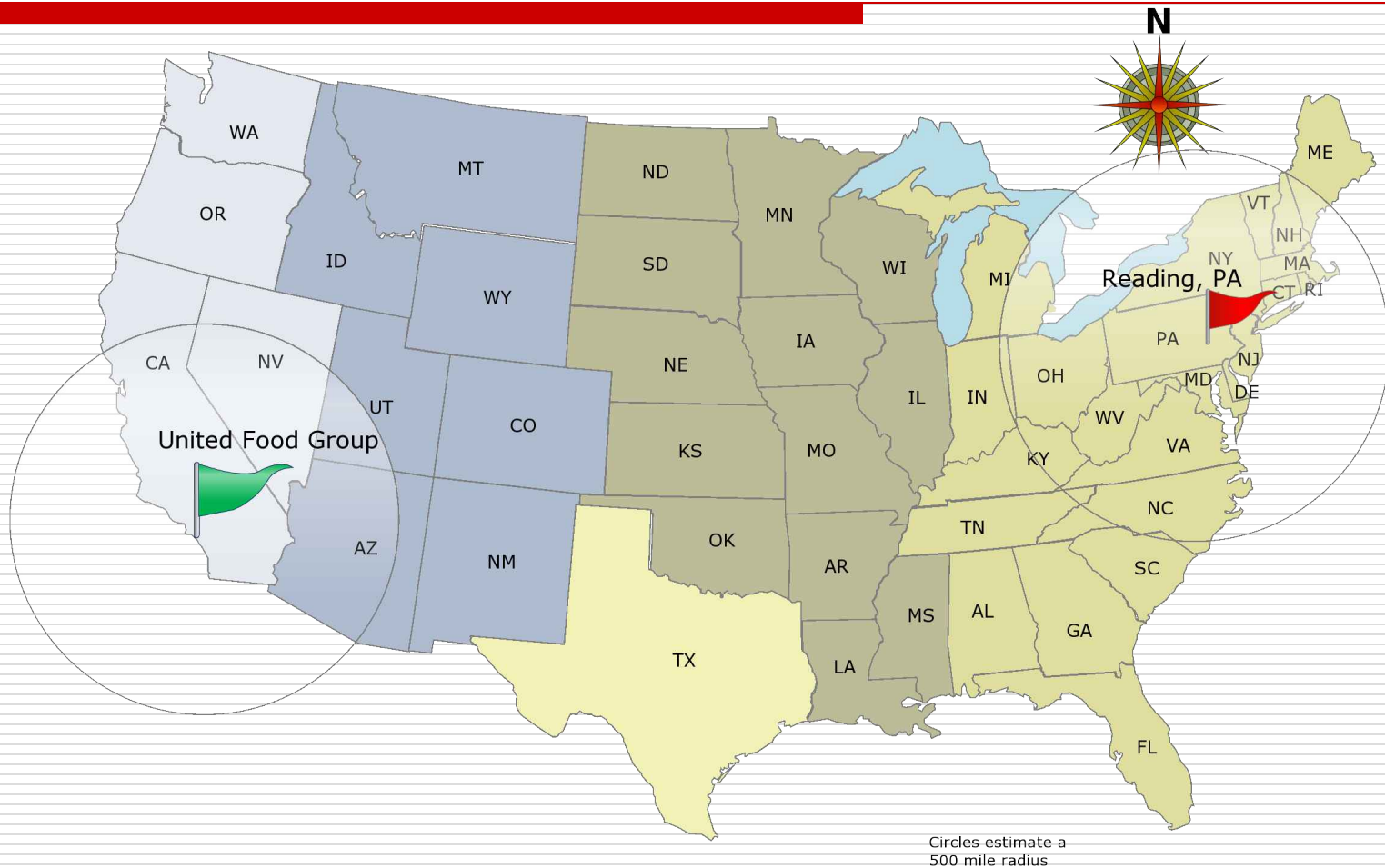
Region – East Coast

Focus – East Coast, Mid West

Threat Level

Low







### One Plant Location

St Louis, MO

### Key Accounts

Retail –

Food Service – Hardee’s, US Food Service, Sysco

### Advantages

-

### Product Line

IQF Patties

Cooked Patties

Cooked Pork Products

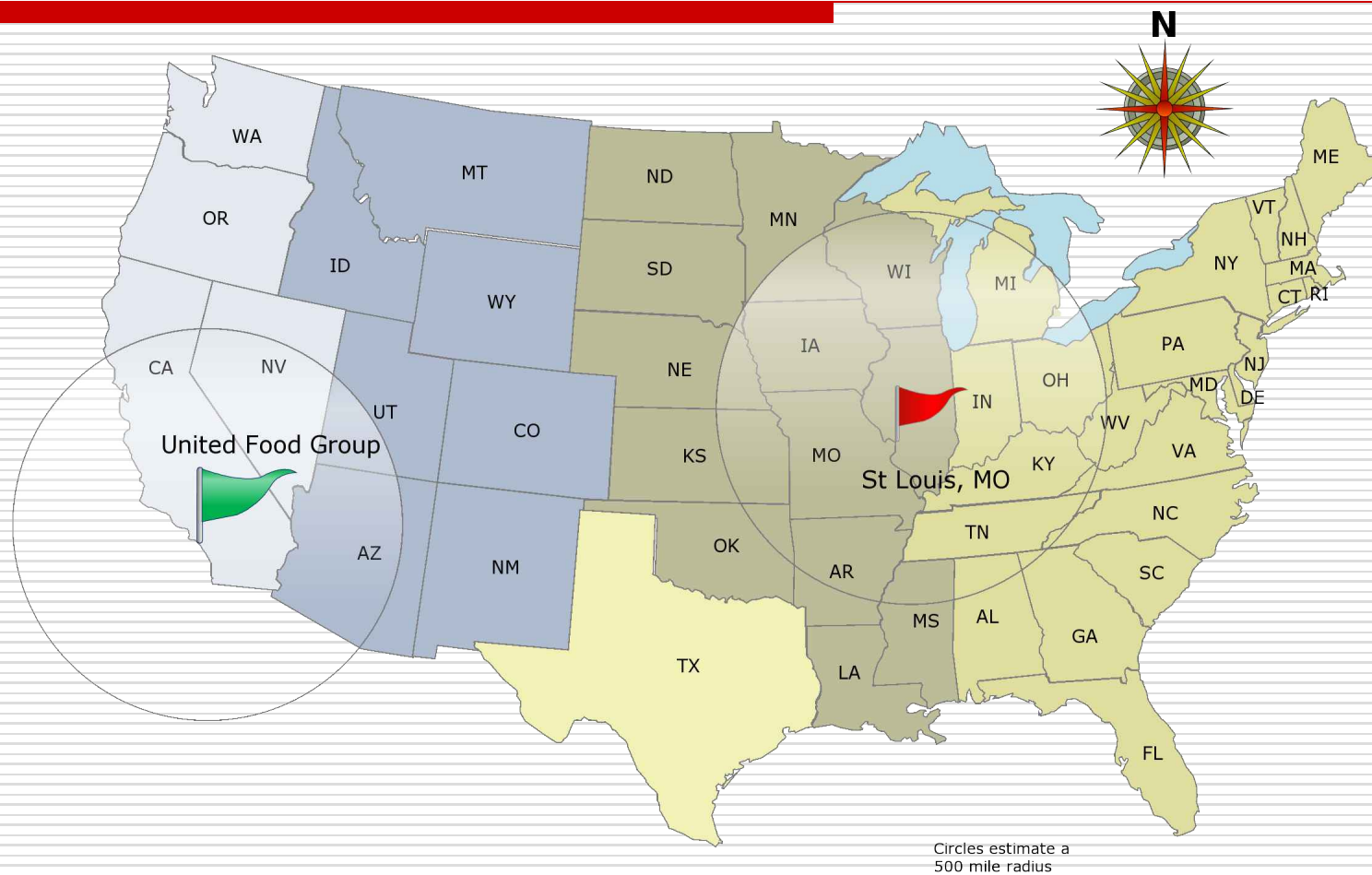
Brands: Thick N Juicy, St Louis Rib, Claim to Fame

Region – South East

Focus – Midwest, East Coast

Threat Level

Low



Grab a...



180,000,00 lb Annual Capacity

One Plant Location

Elberton, GA

Product Line

IQF Patties

Cooked Patties

## Key Accounts

Retail – Publix, Harris Teeters, Target, Wal-Mart, Food lion, Harvey's, Albertsons, BJ's Wholesale, Von's

Food Service – Contracts with Major League Sports Stadiums. Chicago Cubs, Jacksonville Jaguars, New York Mets, Atlanta Braves, Philadelphia Phillies



## Advantages

- Recognized Brand Name

Brands: Bubba Burgers

Region – National

Focus – Midwest, East Coast

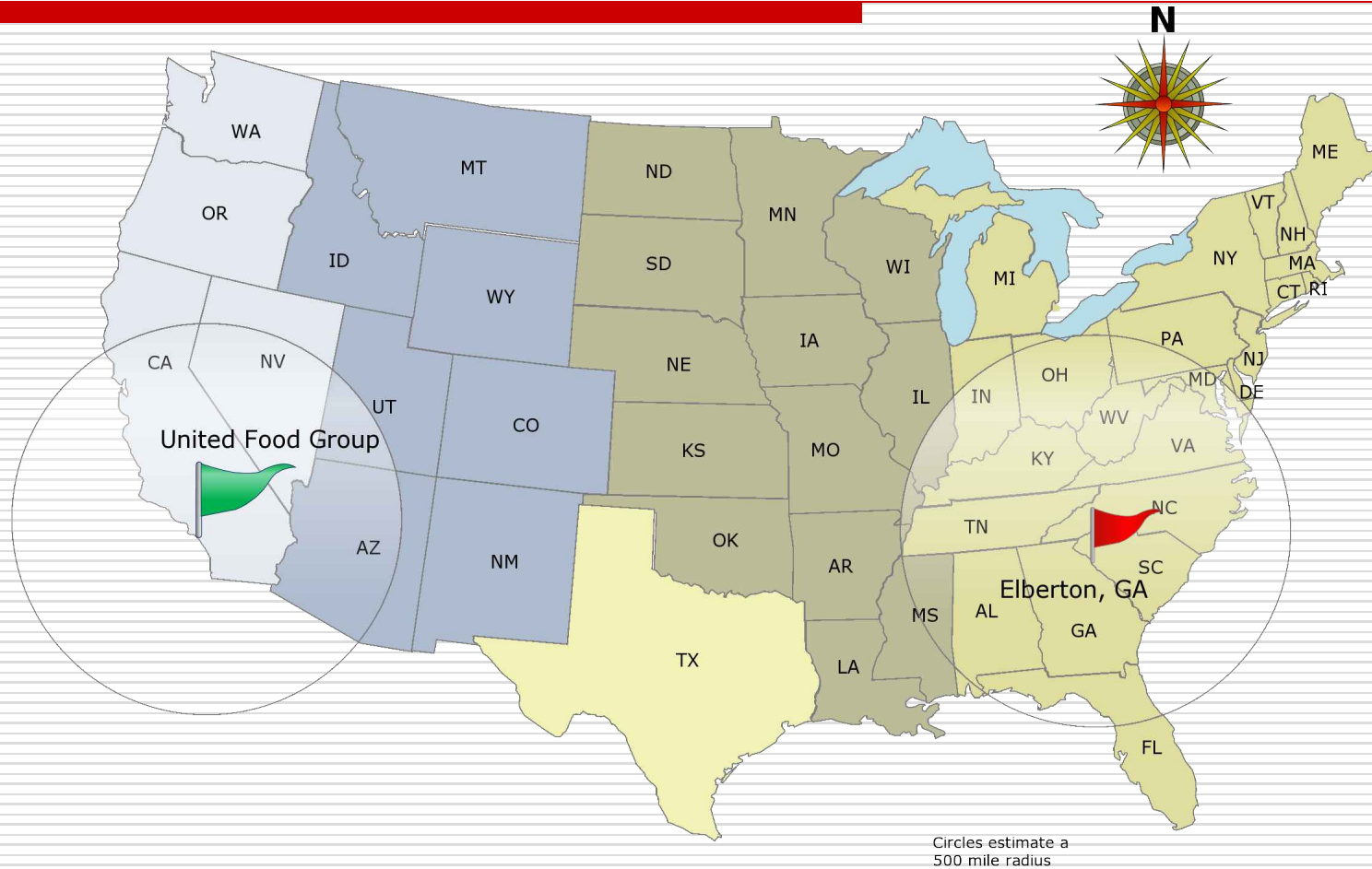
Threat Level

Medium - High

Grab a...



Today!





180,000,00 lb Annual Capacity

**One Plant Location**

Philadelphia, PA

**Key Accounts**

Retail – Most Major retailers on the East Coast

Food Service –

**Product Line**

IQF Patties

Cooked Patties

Cooked Meat Balls

Philly Cheese Steak

**Advantages**

-

**Brands: Philly-Gourmet**

**Region – East Coast**

**Focus – East Coast**

**Threat Level**

Medium - High

